(b) The sponsorhsip of programmes produced by outsiders is finalised by the concerned producer. The producer of the approved programme informs Doordarshan about the details of the sponsers. The contracts are normally placed by one of the advertising agnecies representing all the advertises who are sponsoring that programme. However, Doordarshan has a fixed rate for sponsorship as per time categories and this is not negotiable.

(c) No, Sir. Time slot for an outside produced serial is intimated to the producer by Doordarshan on which basis the producer fixes the sponsorhip. But the feature films and and other programme like: Chitrahaar' have fixed timing and the sponsors of these programmes put in their contracts for the programme of their liking.

(d) The present rate for sponsorship of one episode of 'Uttar Ramayan' is Rs. 1.25 lakhs and that for 'Mahabharat' is Rs. 2·50 lakhs. The sponsors are given prescribed free commercial time to advertise their products.

Grant of licence for production of Vanaspati in Cooperative Sector

1354. SHRI CHIMANBHAI MEHTA : Will the Minister of FOOD AND CIVIL SUPLIES be pleased to state :

(a) whether it is a fact that licence for production of Vanaspati is reserved for co-operative sector;

(b) whether any exception has been made during the last three years; if so, the details thereof; and

(c) whether Zorawar Vanaspati Unit in Rajasthan, holds 90 per cent private investment and yet they were given licnece by Government; if so, the detials thereof ?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD AND CIVIL SUPPLIES (SHRI SUKH RAM): (a) No Sir. The existing policy for grant of new licences envisages the following priorities :

(i) Cooperative of Oilseeds Growers, Agro Industries, Ex-Servicemen Cooperatives, SC and ST Cooperatives;

(ii) Public Sector/Joint Sector; and

(iii) Private Sector.

(b) No, Sir.

(c) Rajashtan State Industrial Development Corporation Ltd., Jaipur was issued a Letter of Intent in the Joint Sector with the stipulation that they will hold a minimum of 26 per cent share capital.

Telecast of TV Serial Mahabharat

1355. SHRI CHIMANBHAI MEHTA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that timing for telecast of TV serial Mahabharat serial is being changed causing incovenience to views and public;

(b) whether it is a fact that millions of observers are watching T.V. around 9.00 a.m. on Sunday, and whether the proposed change is being done after making survey of public opinon; and

(c) whether it is a fact that public prefer 15 or 30 minutes advance in timing for serial and immediately to be followed by discovery of India ?

THE MINISTER OF STATE THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. K. TEWARY) : (a) to (c) Telecast of the serial 'Mahabharat' has been changed from

9.30 a.m. to 10.00 a.m. with effect from 30-4-89. This has been done because the preceding serial "Bharat Ke Chaap" is of 50 minutes duration instead of the normal 30 minutes. No public opinion survey was done before the change in time was effected.

Labour Participation in Management

1356. SHRI CHIMANBHAI MEHTA : Will the Minister of LABOUR be pleased to state :

(a) whether Government have made any assessment that one of the major reasons for increasing sickness and closure of industries is lack of effective or any kind of labour participation in management;

(b) whether Government have also assessed that mismanagement, manipulation of finance to make illegal profit mainly for personnal use of becomes possible because of absence of labour participation ; and

(c) what are the hindrances for the enactment of formula regarding labour participation in management ?

THE DEPUTY MINISTER IN THE MINISTRY OF LAOUBR AND THE DEPUTY MINISTER IN THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI RADHAKRISHAN MALAVIYA): (a) and (b) The Government recognises that one of the imporant determinants of healthy industdustrial growth and efficient management is workers participation in management.

(c) Government have already notified a Comprehensive Scheme of Workers Participation in Management vide Resolution No. L. 56011/1/83-Desk. I (B) dated 30th December, 1983 which has also been implemented at shop floor/plant levels by a large number of public sector enterprises.

Declaration of support price for cotton

1357. SHRI CHIMANBHAI MEHTA : Will the Minister of AGRICULTURE be pleased to state :

(a) whether Government propose to agree with the suggestion that cotton support prices should be declared in pre-monsoon preparatory decision making stage for production of various crops; and

(b) what is the per hectare yield of cotton in our country and cotton producing countries like Pakistan; what are the reasons for disparity, if any ?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION IN THE MINISTRY OF AGRICULTURE (SHRI SHYAM LAL YADAV) : (a) As laid down in the "Agricultural Price Policy-A long Term Perspective", the Government is fixing the minimum support price of raw cotton before the commencement of sowing season. The minimum support price of cotton for 1989-90 season has alreay been announced on 16th March, 1989.

(b) The All-India per hectare yield of cotton for 1987-88 season was estimated at 169 kgs. According to F.A.O. Production Year Book, 1987, the per hectare yield of cotton in Pakistan works out to 509 kgs. for the year 1987. The disparity in cotton yeields is due mainly to the differences in soil and agro-climatic conditions. However, per hectare yield of cotton in Punjab which has similar agro-climatic conditions was 510 kgs. in 1987-88.